

ORDINANCE NO. 20121206-073

AN ORDINANCE INITIATING AMENDMENTS TO CITY CODE CHAPTER 25-6 TO ESTABLISH A PILOT PROGRAM TO REDUCE PARKING REQUIREMENTS FOR COMMERCIAL BUSINESSES UTILIZING TRIP-REDUCTION STRATEGIES; AND WAIVING CITY CODE SECTION 25-1-502.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. The city council makes the following findings:

- A. The Imagine Austin comprehensive plan lays out a vision for a compact and connected city.
- B. As Austin becomes increasingly compact and connected, a growing number of Austinites are using forms of transportation other than automobiles to travel to destinations across the city.
- C. Provision of parking spaces in excess of what a particular use needs is counter to walkability and multi-modalism, as contemplated in the Imagine Austin plan.
- D. Buildings that are not able to provide the required number of parking spaces on-site are currently able to participate in an off-site parking agreement as outlined in Chapter 25-6-502 of the city's Land Development Code to fulfill their parking requirement.
- E. Allowing some flexibility with how businesses meet the transportation needs of their customers is likely to allow more adaptive re-use of existing buildings built before parking minimums were in place.
- F. City Code Chapter 25, Subchapter E, Section 2.4.2 of the city's Land Development Code allows a reduction in the number of required parking spaces in exchange for transportation impact-reducing elements such as car share spaces or shower and locker facilities.
- G. Many businesses are responding to and encouraging citywide trends toward alternative forms of transportation by incentivizing their patrons to use alternate means of transportation through a variety of individualized programs; and
- H. According to the Victoria Transport Policy Institute, parking management programs can reduce parking needs by 20-40%.

PART 2. The city council initiates amendments to City Code Chapter 25-6 (*Transportation*) and directs the City Manager to prepare a draft ordinance establishing a pilot program to authorize reductions in the minimum number of parking spaces required for a commercial businesses, subject to implementation of parking reduction strategies.

PART 3. The proposal required under Part 2 of this ordinance must be limited to a one-year period and to five participating businesses, with a requirement for a report to council on the success of the pilot program and any needed improvement at the end of the one-year period.

PART 4. The proposal required under Part 2 of this ordinance must include selection criteria for participating businesses and require implementation of strategies with demonstrated success in reducing parking demand, including but not limited to:

- A. Location near transit or bicycle routes;
- B. Advertisement and encouragement of public transit options for travel to that location;
- C. Price discounts for those patrons who can show that they have arrived without using a car;
- D. Provision of carshare or transit passes to employees;
- E. Employee parking demand management programs, like cashouts; and
- F. Provision of valet or delivery service.

PART 5. The proposal required under Part 2 of this ordinance must include a description of the key objectives and performance measures to be used in the evaluations of the success of this program.

PART 6. The city manager is directed to present the proposal required by Part 2 of this ordinance to council no later than March 1, 2013, after providing a staff briefing to the Planning Commission. The city council waives the requirement of City Code Section 25-1-502 (*Amendment; Review*) for review and recommendation by the Planning Commission prior to considering adoption of the proposed pilot program. The staff report accompanying the ordinance should summarize any comments provided by commissioners in response to the briefing.

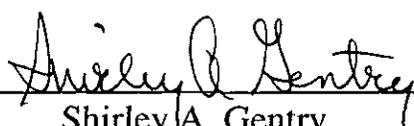
PART 7. This ordinance takes effect on December 17, 2012.

PASSED AND APPROVED

December 6, 2012 §
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Lee Jeffingwell
Mayor

APPROVED: 
Karen M. Kennard
City Attorney

ATTEST: 
Shirley A. Gentry
City Clerk